R.J. Reynolds Tobacco Company

C.A. DiBENEDETTO
Special Accounts Manager

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To Art Muth
Drug Fair Store Managers

Re: Authorized Displays

The following R.J. Reynolds Tobacco displays are authorized and should be in place and maintained for all Drug Fair stores.

① Overhead package fixture.
② Doral/Monarch package display.
③ Overhead promotional basket which hangs from the overhead fixture.
④ Doral/Monarch carton display.

All displays should be maintained in a self service location. However if you have excessive shrink, you may then place the displays in a non self service location in the direct view of the consumers. This does not include the overhead baskets for the following stores Fairfield, Cranford, Edison, Manville, Hazlet, Old Bridge, which must be maintained in a self service location. The South Plainfield store is not required to have all of the displays. Please have store personnel order the proper product and maintain these displays along with the RJR Sales Representative. All displays are to be kept full at all times. The RJR Sales Representatives will be in the stores on a monthly basis to coupon and promote RJR products. I feel that with Drug Fair Store Managers and RJR Representatives working together we could both increase our **sales** and **profits**.

Thank you for your assistance on this matter, if you have any questions please do not hesitate to call.

Authorized by _____

Sincerely,

C. A. DiBenedetto
cd/
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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/lmcy0000